DOCUMENT RESUME

ED 118 106 IR 003 008

AUTHOR	Kusnerz, Peggy Ann, Comp.; Miller, Marie, Comp.
TITLE	Audio-Visual Techniques and Library Instruction.
INSTITUTION	Michigan Univ., Ann Arbor. Library Extension Service.
PUB DATE	75
NOTE	33p.; Prepared for Media and Messages Conference (Ann Arbor, Michigan, November 12-14, 1975)
AVAILABLE FROM	University of Michigan, Library Extension Service, 2360 Bonisteel Blvd., Ann Arbor, Michigan 48105
EDRS PRICE	MF-$0.83 HC-$2.06 Plus Postage
DESCRIPTORS	*Audiovisual Aids; Behavioral Objectives; *Bibliographies; Films; Graphic Arts; Instructional Media; *Library Instruction; *Media Selection; Photography; Slides; Tape Recordings; Transparencies
IDENTIFIERS	Project LOEX

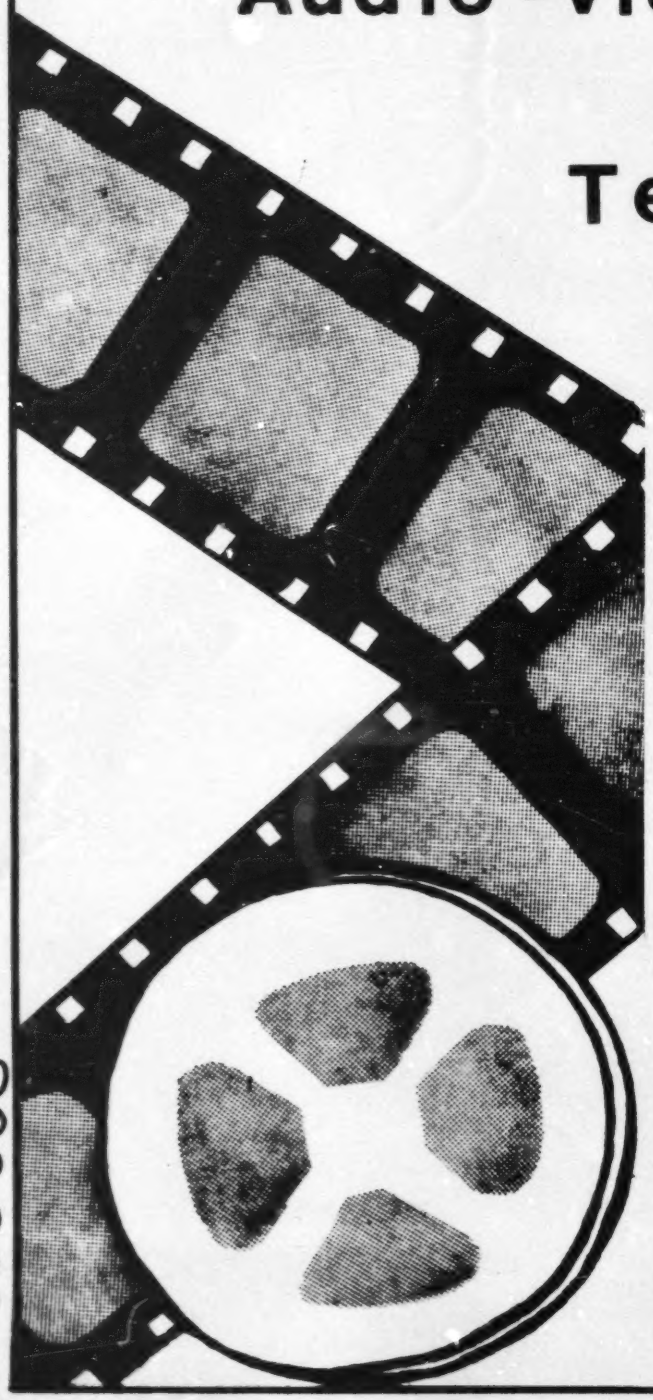
ABSTRACT

Most of the entries in this bibliography cite printed sources of information about the use of audiovisual materials. Specific material about the use of audiovisual media for library instruction is also listed, as are six sample media presentations available from Project LOEX, Eastern Michigan University. Material cited ranges in date from 1960 through August 1975. (NR/PF)

****
* Documents acquired by ERIC include many informal unpublished *
* materials not available from other sources. ERIC makes every effort *
* to obtain the best copy available. Nevertheless, items of marginal *
* reproducibility are often encountered and this affects the quality *
* of the microfiche and hardcopy reproductions ERIC makes available *
* via the ERIC Document Reproduction Service (EDRS). EDRS is not *
* responsible for the quality of the original document. Reproductions *
* supplied by EDRS are the best that can be made from the original. *
****

ED118106

Audio-visual Techniques and Library Instruction



IR003008

U.S. DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

THE UNIVERSITY OF MICHIGAN

University Library

Audio-visual techniques and library instruction

1975

©

This bibliography was compiled by Peggy Ann Kusnerz (Audio-visual materials coordinator) and Marie Miller (Library Extension Service) for the November 12-14, 1975 conference "Media and Messages".

Additional copies of this bibliography may be obtained by contacting the Library Extension Service, 2360 Bonisteel Blvd., The University of Michigan, Ann Arbor, Michigan, 48105.

PERMISSION TO REPRODUCE THIS COPYRIGHTED MATERIAL HAS BEEN GRANTED BY

Peggy Ann Kusnerz

Marie Miller, Library Extension Service

TO ERIC AND ORGANIZATIONS OPERATING UNDER AGREEMENTS WITH THE NATIONAL INSTITUTE OF EDUCATION. FURTHER REPRODUCTION OUTSIDE THE ERIC SYSTEM REQUIRES PERMISSION OF THE COPYRIGHT OWNER

AUDIO-VISUAL TECHNIQUES
AND
LIBRARY INSTRUCTION

Contents

	Page
GENERAL WORKS	1
Theory: Objectives	1
Evaluation and Selection of Media	1
Using AV Media in Productions	3
AV Media in Education	7
AV Media in Libraries	9
GRAPHICS	10
General Guides	10
Bulletin Boards	10
Illustration Techniques	11
OVERHEAD TRANSPARENCIES	12
SLIDE/TAPE PRESENTATIONS	14
Planning and Production	14
Techniques (General)	15
Technique - Photography and Photographic Copying	17
Sample Media Presentations Available From the LOEX Collection	18
VIDEO AND THE LIBRARY	19
FILM	22
8mm and 16mm Film and Equipment	22
Writing and Producing Films	23
Using Films in Libraries	26
EQUIPMENT	26
General	26
Audio	28
Slide Projectors	29

GENERAL WORKS

Theory: Objectives

Briggs, Leslie J. *Handbook of Procedures for the Design of Instruction.* Pittsburg: American Institute for Research, 1970.

Geis, George L. *Behavioral Objectives; A Selected Bibliography and Brief Review.* Stanford University. ERIC Clearinghouse on Educational Media and Technology, 1972. (ED 060 671)

Gronlund, Norman E. *Stating Behavioral Objectives for Classroom Instruction.* New York: The Macmillan Co., 1972.

Hernandez, David E. *Writing Behavioral Objectives: A Programmed Exercise for Beginners.* New York: Barnes and Noble, distributed by Harper and Row, 1971.

Lee, Blaine N. and Merrill, M. David. *Writing Complete Affective Objectives: A Short Course.* Belmont, CA: Wadsworth Pub. Co., 1972.

Mager, Robert L. *Preparing Instructional Objectives.* Belmont, CA: Fearon Publishers, 1962.

Thiagarajan, Sivasailam. "Good Objectives and Bad: A Checklist for Behavioral Objectives." *Educational Technology.* 13, no. 8 (1973): 23-28.

"Toward Guidelines for Bibliographic Instruction in Academic Libraries." *College and Research Libraries News.* 36 (May 1975): 137-139, 169-171.

Troyer, Donald Lee. "Formulating Performance Objectives." *Developing Teacher Competence,* pp. 43-80. Edited by James E. Weigand. Englewood Cliffs, NJ: Prentice-Hall, 1971.

Vargas, Julie S. *Writing Worthwhile Behavioral Objectives.* New York: Harper and Row, 1972.

Wilden, Sara Lou. "Planning a Library Instruction Program Based on Measurable Objectives." *Academic Library Instruction: Objectives, Programs, and Faculty Involvement,* pp. 13-21. Edited by Hannelore B. Rader. Ann Arbor, MI: Pierian Press, 1975.

Evaluation and Selection of Media

"Audiovisual Guide; A Multimedia Subject List." *Previews.* 2 (March 1974): 55-56. 3 (September 1974): 35-36.

Carter Yvonne *et al.*, comp. "Selection of Materials and Equipment." In *Organization and Administration of the Learning Resources Center in the Community College.* Edited by Kenneth W. Allen and Loren Allen. Hamden, CT: Linnet Books, 1973.

"Fifty-seven of the Best A-V Offerings You'll Find Anywhere." *American School Board Journal.* 159 (September 1972): 25-28.

Gilkey, Joseph W. "Pick Media by Objectives, Not by the Numbers." *Nation's Schools.* 88 (October 1971): 68-70.

Gropper, George Leonard and Glasglow, Zita. *Criteria for the Selection and Use of Visuals in Instruction, a Handbook.* Englewood Cliffs, NJ: Prentice-Hall, 1971.

Hecht, Alfred R. and Klasek, Kristine R. " PAS: A Tool for Developing or Selecting Self-Instructional Materials." *Audiovisual Instruction.* 20 (April 1975): 27-29.

Hoffman, Jonathan. "Spending for Instructional Materials and Equipment, 1973-47." *School Management.* 18 (October 1974): 10-14.

Index to Instructional Media Catalogs; A Multi-Indexed Directory of Materials and Equipment for Use in Instructional Programs. New York: Bowker, 1974.

Isaacs, Dan Lee and George, Robert G. *Instructional Media; Selection and Utilization.* Dubuque, IA: Kendall/Hunt Publishing Co., 1971.

Jones, Norma L. "Selection of Media in Libraries: Criteria and Tools." *Wisconsin Library Bulletin.* 67 (May 1971): 131-134.

Kinder, James S. *Using Instructional Media.* New York: D. Van Nostrand, 1973.

Lasher, Edward B. "Evaluative Criteria of Non-Print Materials." *Audiovisual Instruction.* 20 (April 1975): 16-17.

"New and Important Audio-Visual Software." *Industrial Education.* 63 (May 1974): 62-63 and 64 (May 1975): 54-68.

Newren, Edward. "Comparative Techniques for Media Evaluation.' 16 (June 1971): 30.

1975 Index to Kodak Information. Rochester, NY: Eastman Kodak Co., 1975.

Orderinde, Namu Olaolorum. "Instructional Material Assessment Tool." *Audiovisual Instruction.* 19 (April 1974): 22-24.

_____. "Pictorial Assessment and Selection." *Audiovisual Instruction.* 20 (January 1975): 20-22, 24-26.

Romiszowski, A.J. *Selection and Use of Instructional Media.* New York: Wiley, 1974.

Rufsvold, Margaret Irene and Guss, Carolyn. *Guides to Newer Educational Media: Films, Filmstrips, Kinescopes, Phonodiscs, Phonotapes, Programmed Instruction Materials, Slides, Transparencies, Videotapes.* 3d ed. Chicago: American Library Association, 1971.

Schneider, Donald O. "Guidelines for Selecting Media." *Social Education.* 36 (November 1972): 799-802.

"Selection and Evaluation of Media; Symposium." *Audiovisual Instruction.* 20 (April 1975): 4-74.

Sgro, Larry and Munger, Ralph. "Audiovisual Materials: Purchase or Produce." *Wisconsin Library Bulletin.* 66 (March 1970): 88-9.

Spirt, Diana L. "Clip and Route: Process of Selecting Materials." *Previews.* 3 (December 1974): 1.

_____. "Hobgoblins: Audio-Visual Aids." *Previews.* 2 (May 1974): 3.

Topper, Louis. "Evaluating Audiovisual Material." *Educational Technology.* 13 (May 1973): 19-20.

Tosti, Donald T. and Ball, John R. "Behavioral Approach to Instructional Design and Media Selection." In *Strategies for Change in Information Programs,* pp. 311-343. Edited by William E. Hug. New York: Bowker, 1974.

Wood, Irene. "Evaluating the Media." *Audiovisual Instruction.* 20 (April 1975): 6-8.

Woolls, Blanche and Loertscher, David V. "Previews - One Step in the Selection Process." *Audiovisual Instruction.* 20 (April 1975): 21-23.

Using AV Media in Productions

American Association of Agricultural College Editors. *Communications Handbook.* 2d ed. Danville, IL: Interstate Publishers, 1970.

"Are You Using Your AV Equipment Creatively?" *Instructor.* 81 (June 1972): 40-45.

Bachman, John W. *How to Use Audio-Visual Materials.* New York: Association Press, 1956.

Bathurst, Leonard H. and Klein, Bruce. *A Visual Communications System.* Dubuque, Iowa: Wm. C. Brown, 1966.

Battelle Memorial Institute, Columbus, Ohio. *Guide to Audio-Visual Presentations,* by J.M. Dugan *et al.* New York: Wolf Business Publications, 1963.

Battle Creek, Michigan Public Schools. *Audio-Visual Ideas: Let's Try Them!* Battle Creek, 1960.

"Break Away With Media and Materials." *Instructor.* 79 (June 1970): 76-82.

Brown, James W.; Lewis, Richard B.; and Harcleroad, Fred F. *Audio-Visual Instruction: Media and Methods.* 3d ed. New York: McGraw-Hill Book Co., 1969.

Brown, James W., Lewis, Richard B.; and Harcleroad, Fred F. *Audio-Visual Instruction: Technology, Media and Methods.* 4th ed. New York: McGraw-Hill, 1973.

_____. *Audio-Visual Instructional Materials Manual: A Self-Instructional Guide to AV Laboratory Experiences.* 3d ed. New York: McGraw-Hill, 1969.

Bullard, John R. and Mether, Calvin E. *Audiovisual Fundamentals; Basic Equipment Operation and Simple Materials Production.* Dubuque, Iowa: W.C. Brown Co., 1974.

Clark, Richard E. "Planning Instructional Media: An Alternative Approach." *Urban Review.* 6 (November/December 1972): 30-33.

Cochran, Lida and Johnson, John. "Resource List of Information About Media Production." (In 3 Parts). *Audiovisual Instruction.* 19 (April 1974): 37-45; 19 (May 1974): 53-73; 19 (June/July 1974): 89-101.

Crocker, A.H. "AV Aids for Self-Instructional Programme Presentation." *Educational Media International.* 1, no. 3 (1971): 3-4.

Culclasure, David F. *Effective Use of Audiovisual Media.* Englewood Cliffs, NJ: Prentice-Hall, 1969.

Damerell, Reginald G. "Primacy of the Creative Function in Communication Media." *Educational Technology.* 14 (October 1974): 37-39.

De Kieffer, Robert Eulette and Cochran, Lee W. *Manual of Audio-Visual Techniques.* 2d ed. Englewood Cliffs, NJ: Prentice-Hall, 1962.

De Wolfe, Fred. "Every Man His Own Producer." *Educational Screen AV Guide.* 49 (May 1970): 12.

Dwyer, Francis M. "Color as an Instructional Variable." *AV Communications Review.* 19 (Winter 1971): 399-416.

_____. "Effect of Method in Presenting Visualized Instruction." *AV Communications Review.* 21 (Winter 1973): 437-451.

_____. "Exploratory Studies in the Effectiveness of Visual Illustrations." *AV Communications Review.* 18 (Fall 1970): 235-249.

Elements of Visual Literacy. Rochester, NY: Motion Picture and Education Markets Division, Eastman Kodak Co., 1970. (No. T-25).

The Elephants of Visual Literacy. Rochester, NY: Motion Picture and Education Markets Division, Eastman Kodak Co., 1972. (No. T-90-1-2).

Fleming, Malcolm L. "Perceptual Principles for the Design of Instructional Materials." *Viewpoints.* 46 (July 1970): 69-200.

Formanek, Ruth and Swayze, John. "Teachers and Technology: Exploring Visual Literacy." *Audiovisual Instruction.* 16 (March 1971): 86-87.

Fransecky, Roger B. ed. "Visual Literacy; Symposium." *Audiovisual Instructor.* 17 (May 1972): 7-10.

Franzwa, Dale. "Influence of Meaningfulness, Picture Detail, and Presentation Mode on Visual Retention." *AV Communication Review.* 21 (Summer 1973): 209-223.

Freedman, Carol R. "Deciding How to Teach: Instructional Design." *Audiovisual Instruction.* 19 (June 1974): 47.

Frye, Roy A. "Workshops and Seminars in Media Usage." *Audiovisual Instruction.* 16 (March 1971): 71-73.

Guimarin, Spencer. *Local Production Techniques.* Austin: Instructional Media Center, Division of Extension, University of Texas, 1967.

Haas, Kenneth Brooks and Packer, Harry Q. *Preparation and Use of Audio-Visual Aids.* 3d ed. New York: Prentice-Hall, 1955.

Heusser, Douglas-Bruce. "Use of Audiovisuals." *Spectrum: International Journal of Religious Education.* 50 (Winter 1974): 28-31.

Hug, William E. "Value of Media and Information." *Educational Technology.* 14 (November 1974): 61.

Hustuft, Dean. "Media in Instructional Processes." *Educational Technology.* 13 (December 1973): 61.

Kemp, Jerrold E. *Planning and Producing Audiovisual Materials.* Scranton, PA: Chandler Publishers, 1968.

_____. "Which Medium?" *Audiovisual Instruction.* 16 (December 1971): 32-36.

Kinder, James Screngo. *Audio-Visual Materials and Techniques.* 2d ed. New York: American Book Co., 1959.

Kodak Literature Packet: Audiovisual. Rochester, NY: Motion Picture and Audiovisual Markets Division, Eastman Kodak Co., n.d.

Kuo, Frank F. "Creating Visuals for a Multi-Screen Presentation." *Audiovisual Instruction.* 17 (September 1972): 83-85.

Levy, Phyllis. "Instructional Design: Audiovisual Materials." *Previews.* 3 (October 1974): 3.

Metcalf, Richard M. *An Exploratory Analysis of Projection-Standard Variable (Screen Size, Image Size, and Image Contrast) in Terms of Their Effects On the Speed and Accuracy of Discrimination; Final Report.* Bloomington: Indiana University Press, 1967.

Miller, Glen. "Utilizing New Audiovisual Resources." *Agricultural Education Magazine.* 47 (March 1975): 201.

Nathanson, David E. "Controlling Content of Visuals in Comparing Production Techniques." *Audiovisual Instruction.* 19 (September 1974): 51-52.

Photographic Copying [Filmstrip] . Producing Effective Audiovisual Presentations. Media Research and Development, Arizona State University, n.d., and cassette.

Preparing Materials for Visual Presentations. Rochester, NY: Motion Picture and Audiovisual Markets Division. Eastman Kodak Co., 1974. (No. S-13).

"Procedures for Instructional Design; Proceedings of the 1972 Lincoln Leadership Conference on Instructional Design." *Audiovisual Instruction.* 17 (October 1972): 8-15.

Purvis, J.R. "Visual Literacy: An Emerging Concept." *Educational Leadership.* 30 (May 1973): 714-716.

Revill, Don H. "Audio-Visuals." *New Library World.* 73 (October 1972): 417-418.

Rhodes, William. "Do-It-Yourself Audiovisual Instruction." *School Management.* 16 (August 1972): 31-33.

Ross, Samuel B. "Visual Literacy: A New Concept?" *Audiovisual Instruction.* 17 (May 1972): 12-15.

Rowe, Mack R. *et al.* "Message is You: Guidelines for Preparing Presentations." (In 3 Parts). *Audiovisual Instruction.* 16 (January 1971): 53-65; 16 (February 1971): 55-68; and 16 (March 1971): 103-112.

"A Selected Bibliography on Visual Literacy." *Audiovisual Instruction.* 16 (February 1971): 49-51.

Silverstein, George. "Audiovisual Workshops." *Audiovisual Instruction.* 16 (March 1971): 83-84.

Steinmetz, Andrés. "Media and Methods in Theory of Instruction." *Journal of Teacher Education.* 23 (Fall 1972): 323-329.

Topper, Louis. "Checklist For Instructional Software Design." *Educational Technology.* 12 (May 1972): 22-24.

_____. "Communications Model to Help Understand the Main Problems of AV Materials Design and Use." *Educational Technology.* 14 (April 1974): 30-314.

Tribble, Muriel. "Producing Instructional Media: An Award Winner Reports." *NYLA Bulletin.* 22 (April 1974): 7.

Van Mondfrans, Adrian P. and Houser, Ronald L. "Selecting Media to Present Basic Concepts." *Educational Technology*. 10 (December 1970): 40-43.

Wadsworth, Raymond. "12 No-No's in A-V Presentation." *American School and University*. 44 (August 1972): 30-33.

Wiman, Raymond V. *Instructional Materials; An Illustrated Handbook of Ideas, Skills and Techniques for Producing and Using Audiovisual Materials*. Worthington, Ohio: C.A. Jones Publishing Co., 1972.

Wittich, Walter Arno and Schuller, Charles Francis. *Audiovisual Materials: Their Nature and Use*. 3d ed. New York: Harper, 1962.

_____. *Audiovisual Materials; Their Nature and Use*. 4th ed. New York, Harper and Row, 1967.

_____. *Instructional Technology: Its Nature and Use*. 5th ed. New York: Harper and Row, 1973.

Wolf, Willavene. "Perception of Visual Displays." *Viewpoints*. 47 (July 1971): 112-140.

Zalatimo, Suleiman D. "Media Preparation Services in Higher Education." *Audiovisual Instruction*. 17 (December 1972): 26, 28-31.

AV Media in Education

Belland, John C. "Educational Media: Why Bother? A Statement of Concern About the Important Role of Media Personnel in the Development of Learning Opportunities for the User, Student and Teacher." *School Media Quarterly*. 3 (Spring 1975): 219-222, 235-236.

Brown, A.G. and Rainbird, S.W. *Visual-Audio Aids in Education*. Hong Kong: Government Press, 1962.

Dale, Edgar. *Audio-Visual Materials in Teaching*. 3d ed. New York: Holt Rinehart and Winston, 1969.

Dondis, Donis A. *A Primer of Visual Literacy*. Cambridge, MA: MIT Press, 1973.

Dwyer, Francis M. *Adapting Varied Visual Illustrations for Optimum Teaching and Learning* [Microform] . University Park, PA: Penn State University, Division of Instructional Services, 1969, 1 fiche (negative), 10.5 X 15 cm. (ED 041 479).

Fransecky, Roger B. and Debes, John L. *Visual Literacy: A Way to Learn, a way to Teach*. Washington, DC: Association of Educational Communications and Technology, 1972.

Goudket, Michael. *Audiovisual Primer*. Rev. ed. New York: Teachers College, Columbia University Press, 1974.

Hempstead, John O. *Media and the Learner: The Influence of Media-Message Components on Students' Recall and Attitudes Toward the Learning Experience.* (Dissertation) Madison: University of Wisconsin, 1973.

Kemp, Jerrold E. *Instructional Design.* Belmont, CA: Lear Siegler, Inc./ Fearon Publishers, 1971.

Langford, Michael J. *Visual Aids and Photography in Education; A Visual Aids Manual for Teachers and Learners.* New York: Hastings House, 1973.

Linton, Dolores and Linton, David S. *Practical Guide to Classroom Media.* Dayton, OH: Pflaum Standard, c1971.

McIvey, G.F. "Components of an Effective Multi-Media System for College and University Instruction." *Audiovisual Instruction.* 20 (April 1975): 42-45.

Michigan. University. Audio-Visual Education Center. *Audio-Visual Resources For Creative Teaching.* Ann Arbor, MI: The Center, 1961.

Möller, Hans. *Media For Discovery, a Handbook for Teachers.* Toronto: Maclean-Hunter, 1970.

Polette, Nancy. *In-Service: School Library Media Workshops and Conferences.* Metuchen, NJ: Scarecrow Press, 1973.

Ross, Samuel B. "Steps Toward Visual Literacy." *School Media Quarterly.* 1 (Spring 1973): 205-208.

Schlack, Lawrence B. and Kofel, John W. "Media in the Classroom; An Assessment of Student and Teacher Attitudes." *School Media Quarterly.* 3 (Spring 1975): 204-209.

Scuorzo, Herbert E. *The Practical Audio-Visual Handbook For Teachers.* West Nyack, NY: Parker Publishing Co., 1967.

Syracuse University. Area of Instructional Technology. *Audiovisual Resources For Teaching Instructional Technology; An Annotated List of Materials.* Syracuse, NY: 1971.

Taggart, Dorothy T. *Guide to Sources in Educational Media and Technology.* Metuchen, NJ: Scarecrow Press, 1975.

Taylor, E.A. *A Manual of Visual Presentation in Education and Training.* New York: Pergamon Press, 1966.

Thornton, James W. and Brown, James W. *New Media and College Teaching.* Washington: Department of Audiovisual Instruction, National Education Association, 1968.

Wiman, Raymond and Mierhenry, Wesley. *Educational Media: Theory Into Practice.* Columbus, OH: Charles E. Merrill Publishing Co., 1969.

AV Media In Libraries

Dewey, Bruce E. and Howard, Richard. *Media and Instructional Technology in the Library; A Bibliography of Readings.* Syracuse, NY: Center for Instructional Communications, 1970.

Dupuy, Trevor N. "Academic Media Services." In *Bibliographic Control of Non-Print Media,* pp. 107-111. Edited by Pearce S. Grove and Evelyn G. Clement. Chicago: American Library Association, 1972.

Enright, Brian J. *New Media and the Library in Education.* Hamden, CT: Linnet Books, 1972.

Hopkinson, Shirley L. *Instructional Materials for Teaching the Use of the Library.* 4th ed. San Jose, CA: Claremont House, 1971.

Keel, Helen K. "Library Skills; Multimedia, Curriculum-Centered Presentation." *Instructor.* 83 (November 1973): 32.

Lieberman, Irving. "Audiovisual Services in Libraries." In *Advances in Librarianship,* Vol. 5, pp. 231-277. New York: Academic Press, 1975.

_____. *A Working Bibliography of Commercially Available Audio-Visual Materials for Teaching of Library Science.* Occasional Papers, no. 94. Urbana, IL: University of Illinois Graduate School of Library Science, 1968.

National Study of Secondary School Evaluation. "Instructional Materials Services - Library and Audio-Visual," Section F, pp. 257-272. In *Evaluative Criteria.* Washington, 1960.

"New Concepts in Audiovisual Service." *Wisconsin Library Bulletin.* 68 (January 1972): 1-41.

Peterman, Edward and Holsclaw, Jim. "Library Orientation in a New Mode; Programmed Tapes at Azusa Pacific College." *Audiovisual Instruction.* 16 (February 1971): 46-47.

Pierce, Preston E. "Make Your Own Library Skill Reinforcers." *Audiovisual Instruction.* 17 (January 1972): 58.

Prostano, Emanuel T., comp. *Audiovisual Media and Libraries; Selected Readings.* Littleton, CO: Libraries Unlimited, 1972.

Rice, Margaretta G. *Audio-Visual Aids for Teaching the Use of the School Library.* Ottawa: Canadian School Library Association, 1968.

Schauder, D.E. "AV Material and the University Library." *South African Libraries.* 42 (October 1974): 43-53.

Schwarz, Philip. "Use of the New Media in College Library Orientation: An Annotated Bibliography." *Mountain-Plains Library Quarterly.* 15 (Spring 1970): 19-28.

Sherman, Steve. *A B C's of Library Promotion.* Metuchen, NJ: Scarecrow Press, 1971.

GRAPHICS

General Guides

Billings, Jane K. *Learning to Use Media; A Complete Revision of the "Handbook of Suggestions for School Library Activities" Prepared by the Library Curriculum Guide Committee* [Microform] . 1970, 1 fiche (negative), 10.5 X 15 cm. (ED 053 744)

Bowman, William J. *Graphic Communication.* New York: Wiley, 1968.

East, Marjorie and Dale, Edgar. *Display for Learning: Making and Using Visual Materials.* New York: Henry Holt and Co., 1952.

Garvey, Mona. *Teaching Displays: Their Purpose, Construction and Use.* Hamden, CT: Linnet Books, 1972.

Horn, George F. *How to Prepare Visual Materials for School Use.* Worcester, MA: Davis Publications, 1963.

Kodak Literature Packet: Graphic Arts. Rochester, NY: Eastman Kodak Co., n.d.

MacLinker, Jerry. *Designing Instructional Visuals.* Austin, Instructional Media Center. University of Texas, 1968.

"Multi-Media: Functional Applications." *Catholic Library World.* 45 (October 1973): 114-130.

Nicholas, Donald L. and Crow, Jo Ann. *Instructional Technology: Basic Skills.* Austin, TX: University Stores, 1974.

Wisconsin State Department of Public Instruction. Division for Library Services. *Learning to Use Media.* Bulletin no. 197. Madison, WI: 1970.

Wright, Andrew. *Designing for Visual Aids.* New York: Van Nostrand Reinhold, 1970.

Bulletin Boards

Coplan, Kate and Rosenthal, Kate. *Guide to Better Bulletin Boards: Time and Labor-Saving Ideas for Teachers and Librarians.* Dobbs Ferry, NY: Oceana Publishing Co., 1970.

Educational Displays and Exhibits. Austin: Instructional Media Center. University of Texas, 1966.

Horn, George F. *Bulletin Boards.* New York: Reinhold Publishing Corp., 1962.

_____. *Visual Communications: Bulletin Boards, Exhibits, Visual Aids.* Worcester, MA: Davis Publications, Inc., distributed by Sterling Publishing Co., 1973.

Jones, Linda H. *Easy Bulletin Boards for Libraries.* Minneapolis: T.S. Denison, 1970.

Lee, Carvel. *The Library Bulletin Board Guide.* Minneapolis: T.S. Denison, 1965.

Lockridge, J. Preston. *Better Bulletin Board Displays.* Austin: Visual Instruction Bureau, University of Texas, 1961.

MacLinkler, Jerry. *Instructional Display Boards.* Austin: Instructional Media Center, University of Texas, 1968.

Nelson, Leslie Weldemar. "Bulletin Boards and Materials." In *Instructional Aids: How to Make and Use Them.* 2d ed., pp. 167-183. Dubuque, Iowa: W.C. Brown Co., 1970.

Randall, Reino and Haines, Edward C. *Bulletin Boards and Display.* Worcester, MA: Davis Publications, 1961.

Illustration Techniques

Boughner, Howard. *Posters.* 2d ed. New York: Pitman, 1969.

Cavanah, J.A. *Lettering and Alphabets.* New York: Dover Publishers, 1955.

Cleaver, J. "Print and Posters." *ARLIS Newsletter.* no. 19 (June 1974): 25-29.

Croy, Peter. *Graphic Design and Reproduction Techniques.* 2d rev. ed. New York: Hastings House Publishers, 1968.

Gabrielse, Edward. "New Graphics." *Audiovisual Instruction.* 20 (March 1975): 76-77.

Gates, David. *Lettering for Reproduction.* New York: Watson-Guptill Publications, 1969.

Guimarin, Spencer. *Lettering Techniques.* Austin, Visual Instruction Bureau, University of Texas, 1965.

Hauenstein, A. Dean. "Printing, Graphic Arts, Graphic Communications." *Man/Society/Technology.* 34 (April 1975): 205-207.

Heitner, Louis. *Introduction to Offset.* New York: Sentinel Publishing Co., n.d.

Horn, George F. *Posters: Designing, Making, Reproducing.* Worcester, MA: Davis Publications, 1964.

Kodak Literature Packet: Drawing Reproduction. Rochester, NY: Eastman Kodak Co., n.d.

Lewis, John Noel Claude and Brinkley, John. *Graphic Design, With Special Reference to Lettering Typography, and Illustration.* London: Routledge and Kegan Paul, 1954.

Minor, Ed O. *Simplified Techniques for Preparing Visual Instructional Materials.* New York: McGraw-Hill, 1962.

Minor, Ed and Frye, Harvey R. *Techniques for Producing Visual Instructional Materials.* New York: McGraw-Hill, 1970.

Shaw, Robert. *Practical Lettering: A Self-Instructional Guide For Beginners and Professionals in the Commercial and Applied Arts.* New York: Tudor Publishing Co., 1955.

Simmons, Gary. "Headlines in Visual Design; Charts and Graphics." *Audiovisual Instruction.* 18 (February 1973): 59-62.

Stone, Bernard and Eckstein, A. *Preparing Art for Printing.* New York: Van Nostrand Reinhold, 1965.

Thompson, Tommy. *The Basic Book of Lettering.* New York: Viking, 1968.

Warford, H. *Design for Print Production; The Interaction Between Design, Planning and Production of Print.* New York: Hastings House, 1972, c1971.

Wolchonok, Louis. *Design for Artists and Craftsman.* New York: Dover Publications, Inc., 1953.

OVERHEAD TRANSPARENCIES

Brook, R.D. "Color Transparencies Without Shattering the Budget. *Industrial Education.* 64 (May 1975): 30-33.

Christiansen, James E. "Making Overhead Transparencies in Color From Magazine Illustrations." *Agricultural Education Magazine.* 45 (December 1972): 136.

Coynik, David. "Overhead Transparencies." *Media and Methods.* 8 (March 1972): 54.

Deutsch, Herbert. "Transparencies: The Simplest Teaching Tool." *Library Journal.* 95 (March 15, 1970): 1167-1168.

A Guide to Overhead Projection and Transparency Making. Holyoke, MA: Scott Graphics, Inc., 1974.

Kalmbach, John A. "Producing Continuous Tone Transparencies with Basic Chemicals." *Audiovisual Instruction.* 17 (March 1972): 111.

Kenneke, Larry J. and Rose, Robert D. "Putting Motion in Your Overhead Transparencies; Polarization." *Industrial Arts and Vocational Education.* 60 (May/June 1971): 24-25.

Laughlin, Mildred. "Transparencies." *Learning Today.* 6 (Winter 1973): 81-84.

Lestingi, Francis S. "Negative Approach; Thermographic Negative Transparency." *Physics Teacher.* 11 (February 1973): 125-126.

Lewis, Philip. "How to Use, Make and Buy Overhead Transparencies." In *School Media Center: A Book of Readings,* pp. 220-224. Edited by Pearl L. Ward and Robert Beacon. Metuchen, NJ: Scarecrow Press, 1973.

Making Black-and-White or Colored Transparencies for Overhead Projection (Using Kodak Products). Rochester, NY: Motion Picture and Education Markets Division, Eastman Kodak Co., 1972. (No. S-7)

Mooney, Bob T. *Overhead Projection Series.* Austin, TX: Educational Media Laboratories, 1967.

Richards, Oscar W. and Macklin, Patricia. "Colored Overhead Transparencies: Contrast Gain or Seeing Loss?" *AV Communication Review.* 19 (Winter 1971): 432-436.

Ring, Arthur E. and Shelley, William J. *Learning With the Overhead Projector.* Scranton, PA: Chandler Publishing Co., 1969.

Schultz, Morton J. *The Teacher and Overhead Projection: A Treasury of Ideas, Uses and Techniques.* Englewood Cliffs, NJ: Prentice-hall, 1965.

Shaver, Johnny M. "From Transparencies to Slides." *Audiovisual Instruction.* 18 (December 1973): 48-49.

Smith, Richard E. *The Overhead System: Production, Implementation and Utilization.* Austin, Visual Instruction Bureau, University of Texas, 1966.

Snowberg, Richard Lee. "Bases for the Selection of Background Colors for Transparencies." *AV Communication Review.* 21 (Summer 1973): 191-207.

Tester, Jerry V. "Animated Transparencies Add Effectiveness to Classroom Teaching." *Man/Society/Technology.* 33 (September/October 1973): 17-18.

"Transparency: Instruction or Information." *Educational Products Report.* 5 (December 1971): 12-16.

Uhl, Ronald M. *"Overhead Projector Transparencies: How to Make Them.* Washington, DC: Visual Arts Press, 1963.

Weagley, Richard P. *Teaching With the Overhead Projector.* Philadelphia, Instructo Products, 1963.

Whitmoyer, Robert E. and Thurston, E. Laurence. "Producing Black-and-White Transparencies for Teaching." *The American Biology Teacher.* 33 (September 1971): 357-358.

SLIDE/TAPE PRESENTATIONS

Planning and Production

Bentley, Michael. "How to Publish Your Own Slide/Tape Presentation." *Audiovisual Instruction.* 19 sup (March 1974): 10-12.

Earnshaw, F. "Co-operative Production of Tape/Slide Guides to Library Services." *Library Association Record.* 73 (October 1971): 192-193.

Ferguson, Roy and Schorr, Jon. "Curing the Filmmaking Blahs; Slide Programs." *Media and Methods.* 11 (January 1975): 30-32.

Francombe, Anthony. "Production of Slide/Tape Sequences." *Educational Media International.* no. 2 (1974): 24-31.

Groneman, Nancy. "How to Make Instructional Slide Presentations." *Business Education Forum.* 29 (December 1974): 8.

Hubinger, Henry and Schultz, Harry P. "Time-Lapse Multiple Slide Projection As An Instructional Aid." *Journal of Chemical Education.* 48 (September 1971): 618-620.

Hughes, J. Marshal. "Tour of the Library by Audio-Tape." *Special Libraries.* 65 (July 1974): 288-290.

Library Association. Audio-Visual Group. *Slides and Sound Recordings: Their Organization and Exploration.* By the Author, 1972.

Lukas, Terrance G. *et al.* "Design an Automated 4 Slide, 2 Projection System." *Audiovisual Instruction.* 18 sup (September 1973): 4-6.

Murray, Elizabeth. "Visually Speaking; Slide Tape Making." *Instructor.* 83 (January 1974): 56-57.

Orgen, Carl F. *Production of Slide-Tape Programs.* Iowa City: School of Library Science, University of Iowa, 1972.

Palmer, Millicent C. "Creating Slide-Tape Library Instruction: The Librarian's Role." *Drexel Library Quarterly.* 8 (July 1972): 251-267.

Planning and Producing Slide Programs. Rochester, NY: Eastman Kodak and Co., 1975.

Ring, Arthur E. *Planning and Producing Handmade Slides and Filmstrips For the Classroom.* Belmont, CA: Fearon Publishers, 1974.

Schroth, John F. "How to Produce a Slide-Tape Talk." In *The Fourth Here's How Techniques for Outstanding Pictures.* pp. 47-55., Rochester, NY: Eastman Kodak Co., 1967.

Schwenk, Jörg. "Production of a Slide/Tape Sequence." *Educational Media International.* no. 2 (1974): 3-6.

Slide Showmanship With a Kodak CAROUSEL Projector. Rochester, NY: Customer Markets Division, Eastman Kodak Co., 1974. (No. AA-6)

Thompson, Marlene. "AV Look At Library Skills; Slide-Tape Show on Library Methodology. *Instructor.* 84 (January 1975): 110, 112.

Techniques (General)

Beaumont-Craggs, Ray. *Slide-Tape and Dual Projection: How to Link Slide Projection With Tape Recording.* London: Focal Press, 1975.

Bradley, Curtis. "Economy Slides, Fast." *Media and Methods.* 8 (September 1971): 82.

Caucutt, Allen. "Saying It With Slides." *Today's Education.* 62 (May 1973): 55.

Churney, Marie. "Making Slides From Black-and-White Negatives." *Science Teacher.* 42 (February 1975): 54, 56.

Clark, M.J. "16mm Films and 35mm Slides Are Still Going Strong." *Times Educational Supplement.* 2983 (July 21, 1972): 34.

Coltharp, Joe. *Production of 2 X 2 Inch Slides For School Use.* Rev. ed. Austin: Visual Instruction Bureau, University of Texas, 1970.

Cyr, Don J. "Making Color Slides Without a Camera." *Arts and Activities.* 74 (November 1973): 18-20.

Diefenbach, Robert C. "Freezeframe: A New Way to Augment Motion Pictures With Tape/Slide." *Audiovisual Instruction.* 19 (February 1974): 48-50.

Erickson, Don G. "Easy, Inexpensive Slide Duplication." *Audiovisual Instruction.* 17 (February 1972): 76 and *Media and Methods.* 8 (February 1972): 50.

Fischer, Lorraine E. "Projector Slides." *Instructor.* 82 (November 1972): 45.

Fuller, Mel. "Color Lift Slides." *Media and Methods.* 8 (December 1971): 47.

Gordon, Anita. "Pictures Into Slides." *Media and Methods.* 9 (May 1973): 63.

Hall, Neal. "Adding Impact to 35mm Slides." *Audiovisual Instruction.* 20 (May 1975): 57.

Hollander, Steven. "Better, Faster 35mm B and W Transparencies." *Audiovisual Instruction.* 19 (November 1974): 83-84.

Hollick, Frank A. "Cheap Graphic Slides." *Media and Methods.* 8 (April 1972): 48.

Hutton, Deane W. and Lescohier, Jean Anne. "Making Title Slides; Superimposition Effect." *Audiovisual Instruction.* 19 sup (May 1974): 4-6.

Kodak AV Equipment Memo-Fast Slide Changes Without Dark-Screen Intervals, Using a Control Box and Two KODAK EKTAGRAPHIC or CAROUSEL Slide Projectors. Rochester, NY: Motion Picture and Education Markets Division, 1971. (No. S-70-1-1).

Kodak AV Equipment Memo-Synchronizing Slide Changes in Multi-Image Presentations. Rochester, NY: Eastman Kodak Co., n.d.

Kurzweg, Lutz. "Inexpensive 35mm Slides Made Using a Xerox Machine. *Physics Teacher.* 12 (March 1974): 174,180.

McGarry, Jerome T. "Slide-Duplicating Techniques." In *the Fourth Here's How Techniques for Outstanding Pictures,* pp. 26-36. Rochester, NY: Eastman Kodak, Co., 1967.

McGuire, Sister Mary Ricarda. "Slides With a Purpose." *Catholic Library World.* 45 (October 1973): 118-119.

Mounting Slides in Glass. Rochester, NY: Customer Markets Division, Eastman Kodak Co., 1973. (No. AE-36).

Nelson, Leslie Weldemar. "Projection Devices and Materials." In *Instructional Aids: How to Make and Use Them.* 2d ed., pp. 245-264. Dubuque, IA: W.C. Brown Co., 1970.

Reverse-Text Slides From Black-On-White Line Artwork: Negative Approach For 2 X 2 Slides. Rochester, NY: Motion Picture and Audiovisual Markets Division, Eastman Kodak Co., 1975. (No. S-26).

Reynolds, G. William and Ward, Roger W. "2in.X 2in. Slide Series: Make 'em Yourself." *Physics Teacher.* 9 (February 1971): 93-94.

Rothschild, Norman. *Making Slide Duplicates, Titles and Filmstrips.* 3d ed. Garden City, NY: Amphoto, 1973.

Rothschild, Norman and Wright, George B. *Mounting, Projecting and Storing Slides.* 2d ed., rev. New York: Universal Photo Books, 1961.

Rutt, David. "Titling For Slide Presentations." *Audiovisual Instruction.* 19 sup (May 1974): 2-3.

Sewert, Elmer A. "Five-Minute Slide Titles." *Media and Methods.* 9 (September 1972): 75.

Sharkey, Arthur P. and Emenecker, Richard H. "Rehearsing a Slide Presentation Without a Projector!" *Audiovisual Instruction.* 19 sup (May 1974): 12-13.

Slides With a Purpose. Rochester, NY: Motion Picture and Audiovisual Markets Division, Eastman Kodak Co., 1974. (No. V1-15)

Zaslavsky, Gerald. "Synchronizing; Slide/Audio Tape Presentations." *Media and Methods.* 9 (September 1972): 74-75.

Technique - Photography and Photographic Copying

Barry, Les. *Getting Started in Photography.* 2d ed. New York: Amphoto, 1967.

Basic Copying. Rochester, NY: Customer Markets Division, Eastman Kodak Co., 1973.

Beeler, Robert. "Titling Techniques." In *More Here's How Techniques For Outstanding Pictures,* pp. 1-10. Rochester, NY: Consumer Markets Division, Eastman Kodak Co., c1964.

Croy, O.R. *Camera Copying and Reproduction.* London: Focal Press, 1964.

Creative Photography: Camera and Darkroom Manual. Tempe, AZ: Media Research and Development, Arizona State University, n.d.

Creative Photography: Camera Series [Kit] . Media Research and Development, Arizona State University, n.d. 6 filmstrips, 6 cassettes, 1 instructional guide.

Creative Photography: Darkroom Series [Kit]. 2d ed., Media Research and Development, Arizona State University, n.d., 6 filmstrips, 6 cassettes 1 instructional guide.

Creative Photography: Film Loading Series [Motion Picture] . Media Research and Development, Arizona State University, n.d., 3 reels, 7min. (3min., 2min., 2min.) col., super 8mm.

Daniels, Dan. *Photography From A to Z.* New York: Amphoto, 1968.

Davis, Phil. *Photography.* 2d ed. Dubuque, IA: Wm. C. Brown and Co., 1975.

Filters for Black-and-White and Color Pictures. 7th ed. Rochester, NY: Eastman Kodak Co., 1974, c1969. (No. AB-1)

A Glossary of Photographic Terms. Rochester, NY: Customer Markets Division, Eastman Kodak Co., 1974. (No. AA-9)

Hawken, William R. *Copying Methods Manual.* Chicago: American Library Association, 1966.

_____. *You and Your Camera.* New York: Amphoto, 1974.

Kodak AV Equipment Memo-Using Polarized Light for Copying. Rochester, NY: Motion Picture and Education Markets Division, Eastman Kodak Co., 1973. (No. S-70-1-2)

Kodak Literature Packet: Amateur Photography. Rochester, NY: Customer Markets Division, Eastman Kodak Co., 1974. (No. U-953)

Kodak Literature Packet: Photofabrication. Rochester, NY: Eastman Kodak Co., n.d.

Langford, Michael J. *Basic Photography, A Primer for Professionals.* 3d ed. Garden City, NY: American Photographic Book Publishing Co., 1973.

Lockard, Jim. "Instructional Photo/Essays, Or a Picture is Worth 100 Man-Hours of Instruction." *Audiovisual Instruction.* 19 (October 1974): 34-35.

Outline for Teaching a Course in Basic Darkroom Technique. Rochester, NY: Customer Markets Division, Eastman Kodak Co., 1974. (No. AT-107)

Outline for Teaching a Course in Basic Photography. Rochester, NY: Eastman Kodak Co., n.d.

Photographic Copying [Filmstrip] . Producing Effective Audiovisual Presentations. Media Research and Development, Arizona State University, 1975, 76 fr., col.; cassette, 14 min.; and instructional guide, 28 p.

Simple Copying Techniques With a Kodak EKTAGRAPHIC Visualmaker. Rochester, NY: Motion Picture and Education Markets Division, Eastman Kodak Co., 1973. (No. S-40)

Spillman, Ronald. *The Complete Photobook.* 2d ed. London: Fountain Press, 1971.

Weisbord, Marvin. *Basic Photography.* 3d ed. NY: American Photographic Book Publishing Co., 1973.

Williams, Buford L. "Projecting Polaroid Photographs." *Science Teacher.* 41 (March 1974): 41.

Sample Media Presentations Available From the LOEX Collection *

A Freshman's First Visit to the MSU Undergraduate Library [Slide] . Michigan State University, n.d., and tape, 13 min.

How to Find a Book: Research for Term Papers Tape Tour [Soundrecording] . Indiana University, n.d., 1 audio-cassette.

Introduction to the Library [Slide] . Eastern Michigan University, n.d., and tape, 15 min.

Library Tour [Slide] . Ferris State College, n.d., and tape.

Making It In the Library [Soundrecording] . Junior College Library, Vincennes University, n.d., 1 audio-cassette.

New York Times Index [Slide] . Central Michigan University, n.d., and tape, 15 min.

Walking Tour of the Library [Soundrecording] . Michigan State University, n.d., 1 audio-cassette, 12 min.

* address: Carolyn Kirkendall, Director
Project IOEX
Center of Educational Resources
Eastern Michigan University
Ypsilanti, MI 48197

VIDEO AND THE LIBRARY

Anderson, Chuck. "Things To Do With the Videotape Machine." *Media and Methods.* 10 (September 1973): 51,79.

Author - Title Catalog [Videorecording] . Central Michigan University, n.d., 1 tape, 25 min.

Baker, Howard H. "TV Tapes as Research Materials." *American Libraries.* 2 (October 1971): 951-952.

Bluem, A. William *et al. Television in the Public Interest.* New York: Hasting House Publishers, Inc., 1961.

Boltson, David R. "Color Pictures from Black-and-White Video Tape Recorder." *Educational Technology.* 14 (March 1974): 30-33.

Bretz, Rudy. *Techniques of Television Production.* 2d ed. New York: McGraw, 1962.

Bristol, Roger Pattrell. *Microcard Images Transmitted by Closed-Circuit TV.* Charlottesville: Alderman Library, University of Virginia, 1958.

Chittock, John. "TV Cassettes; Friend or Foe?" *Educational Broadcasting International.* 5 (September 1971): 164-167.

Coffelt, Kenneth. *Basic Design and Utilization of Instructional Television.* Austin: Instructional Media Center, University of Texas, 1970.

Dale, Brian. "Cable Television and Large Public Libraries: the State of the Art in Canada, 1971." *Canadian Library Journal.* 29 (March 1972): 97-103.

Diamond, Robert M.,ed. *Guide to Instructional Television.* New York: McGraw, 1964.

Dowlin, Kenneth E. "Can a Library Find Happiness in the Big Cruel World of Television?" *Wilson Library Bulletin.* 47 (May 1973): 763-767.

Dwyer, Francis M. "Improving Visuals for Televised Instruction." *Improving College and University Teaching.* 18 (Autumn 1970): 289-291.

Efrein, Joel Lawrence. *Video Tape Production and Communication Techniques.* Blue Ridge Summit, PA: G/L Tab Books, 1971.

Eisler, H. Michael. "Primer of Projectuals." *Previews.* 3 (October 1974): 7-9.

Evans, Alan. "Costing a Videocassette Learning System: Some Initial Data." *Audiovisual Instruction.* 20 (January 1975): 27-29.

Foster, Barbara. "Do-it-yourself Videotape for Library Orientation Based on a Term Paper Project." *Wilson Library Bulletin.* 48 (February 1974): 476-481.

Glass, Elliot S. "VT not TV in the Classroom and the Community." *Audiovisual Instruction.* 18 (September 1973): 18.

Goodman, R.P. and Bland, J.A. "Individualized Televieving as a Library Service." *Library Association Record.* 74 (May 1972): 83-84.

Gudonis, Joseph. "Equipment and Production: the Use of Video Tape Equipment." *Drexel Library Quarterly.* 9 (January-April 1973): 15-17.

Hilliard, Robert L., ed. *Understanding Television: An Introduction to Broadcasting.* New York: Hastings House, 1964.

Horsman, Maurine. "Can Video Bring Happiness to a 16mm Film Production?" *Audiovisual Instruction.* 20 (January 1975): 32-33.

"Introducing the Single Camera VTR System; Workbook/Manual." *Educational Products Report.* 6 (March 1973): 8-9.

Jones, Rebecca *et al.* "VAT (Video-Audio Tape)." *Georgia Librarian.* 6 October 1969): 7-10.

Kiersky, Loretta J. "Videotape - A Library Communications Tool." *Special Libraries.* 66 (August 1975): 383-385.

Kybett, Harry. *Video Tape Recorders.* Indianapolis, IN: Howard W. Sams, 1974.

Laughton, Roy. *TV Graphics.* New York: Van Nostrand Reinhold, 1966.

Lewis, Philip. "TV, Videotape Equipment: Late Changes." *Nation's Schools.* 93 (February 1974): 70.

Maloney, Roy T. *Portable Microvisual Systems; Fundamental Concepts of Information Retrieval and Display... Using Microfilm, Videotape and Facsimile.* Berkeley, CA: 1966.

Mantell, Matthew. "Videotape: Another Dimension in Learning." *Educational Technology.* 14 (August 1974): 39-43.

Mattingly, Grayson and Smith, Welby. *Introducing the Single - Camera VTR System; a Layman's Guide to Videotape Recording.* New York: Scribner, 1973.

Millerson, Gerald. *Basic TV Staging: Media Manuals Series.* New York: Hastings House Publishers Inc., n.d.

_____. *Technique of Television Production.* 9th rev. ed. New York: Hastings House Publishers Inc., 1972.

Media Horizons. *The Video Handbook, 1973.* New York: Media Horizons, 1972.

Murray, Michael. *The Videotape Book: A Basic Guide to Portable TV Production for Families, Friends, Schools and Neighborhoods.* New York: Bantam Books, 1975.

"New Media Services: Cable TV and Video in the Public Library." *Film Library Quarterly.* 5 (Summer 1972): 6-25.

1975 Recorded Visual Instruction. Lincoln, NB: Great Plains National Instructional Television Library, 1975.

Poulos, Arthur. "Audio and Video Cassettes: Friend or Foe of the Librarian?" *Special Libraries.* 63 (May-June 1972): 222-226.

Quick, John and Wolff, Herbert. *Small-studio Video Tape Production.* Reading, MA: Addison-Wesley Publishers, 1972.

Resnik, Henry S. "Do-it-yourself TV." *Saturday Review of Education.* 1 (May 1973): 60-61.

Robinson, Richard. *The Video Primer: Equipment, Production and Concepts.* New York: Links Books, 1974.

Seymour, Jim. "Videocassettes: A Technology Whose Time has Come." *Educational Technology.* 13 (April 1973): 14-18.

Smith, Welby. "Choosing and Using a VTR System." *Media and Methods.* 8 (September 1971): 68-71.

_____. "VTR Update: Looking Both Ways." *Media and Methods.* 11 (September 1974): 22.

Spear, James. *Creating Visuals for TV: A Guide for Educators.* Washington, DC: NEA Division of Audiovisual Instruction, 1962.

Stasheff, Edward and Bretz, Rudy. *The Television Program: Its Direction and Production.* 3d ed. New York: Hill and Wang, 1962.

Thompson, Charles. "Instructional Television: The Closed Circuit and the Portable Videotape System." *American Annals of the Deaf.* 115 (October 1970): 611-614.

Ting, Robert N. "Videotape Instructional Programs in an Engineering Library: The Buffalo Story." *Sci - Tech News.* 27 (Fall 1973): 73-74.

Vasilakis, Mary. "Video as a Service in Special Libraries: A Videotaped Presentation." *Special Libraries.* 64 (September 1973): 351-354.

"Videocassettes in Libraries: Still Remote, but Coming." *Library Journal.* 97 (November 1, 1972): 3531

"Video Experiment." *American Libraries.* 5 (February 1974): 66.

Wade, Warren L. *Video Accountability.* Washington, DC: National Association of Educational Broadcasters, 1971.

Weiner, Peter M. *Making the Media Revolution: A Handbook of Videotape Production.* New York: Macmillan, 1973.

FILM

8mm and 16mm Film and Equipment

Dumbauld, Carl S. "A Practical Look at Movie Lenses." In *The Fourth Here's How Techniques for Outstanding Pictures,* pp. 1-15. Rochester, NY: Eastman Kodak Co., 1967.

Eisler, H. Michael. "8mm Muddle: Things are More Standard Than They Seem." *LJ/SLJ Previews.* 1 (September 1972): 5-7.

Forsdale, Joan Rosengren. "8mm Film Loop." *Media and Methods.* 6 (November 1969): 56-58.

Hubalek, Franz. "Developments In the 8mm Field." *Educational Media International.* 1, no. 3 (1971): 23-32.

Kemp, Jerrold E. "Better Way To Show the Way." *School Shop.* 30 (May 1971): 29-31.

_____. "Super 8mm Standardization Revisited: A Continuation of the Dialogue Leading To Recommended Practices." *Audiovisual Instruction.* 19 (November 1974): 71-72.

Levering, Philip. "8mm Sound Cartridges: The Best Supplement to 16mm." *Film Library Quarterly.* 5 (Fall 1972): 40-41.

Palmer, Joseph W. "What's Slowing Down the 8mm Revolution?" *Wilson Library Bulletin.* 49 (September 1974): 48-51.

Rich, Charles L. "Super 8: It's Now a Real Consideration For Filmmakers." *Audiovisual Instruction.* 19 sup (March 1974): 15-16.

"16mm Projectors." *Educational Products Report.* 5 (April 1972): 4-38.

Writing and Producing Films

Abernethy, Janet. "Extend Yourself With Film: The Evolution of a Workshop." *Ontario Library Review.* 57 (March 1973): 25-29.

Amateur Filmstrip Production. Columbus: Teaching Aids Lab, Ohio State University, 1958.

Basic Magnetic Sound Recording for Motion Pictures. 3d ed. Rochester, NY: Motion Picture and Education Markets Division, Eastman Kodak Co., c1969. (No. S-27)

Beveridge, James A. *Script Writing for Short Films.* New York: Unipub, 1970.

Bobker, Lee. *Making Movies: From Script to Screen.* New York: Harcourt Brace Jovanovich, 1973.

Busse, Bonnie B. "Suggestions for Preparing Material to Use With Slides, Filmstrips and Motion Picture Films." *Hispania.* 56 (March 1973): 200-202.

Close-up Movies. Rochester, NY: Customer Markets Division, Eastman Kodak Co., 1973. (No. AD-30)

Cook, Jack D. "Film - The Great Humanizer." *Audiovisual Instruction.* 19 (February 1974): 38-41.

Cyr, Don J. "U the Film-maker." *Arts and Activities.* 75 (April 1974): 40-42.

Daley, Mary F. *A Happening? Creative Film-making Resource Unit.* Council Bluffs, Iowa: 1969.

"8mm Film In Education; Symposium." *Audio Visual Media (Educational Media International).* 4 (Autumn 1970): 6-27.

Ferguson, Robert. *How To Make Movies: A Practical Guide to Group Film Making.* New York: Viking Press, 1969.

"Film in Education." *Times Educational Supplement.* 3060 (January 18, 1974): 51-54.

Frederick, F.J. "Minitutorial on Screening Facilities." *School Media Quarterly.* 2 (Spring 1974): 237-244, 260-267.

Hatch, Lawrence A. "Making and Testing a Filmstrip." *California School Libraries.* 44 (Spring 1973): 6-9.

Helfman, Harry. *Making Your Own Movies.* New York: William Morrow and Co., 1970.

Hoban, Charles F. "The State of the Art of Films In Instruction: A Second Look." *Audiovisual Instruction.* 20 (April 1975): 30, 32-34.

Hodder, Geoffrey. "Movie-Making with Magazines." *School Arts.* 72 (February 1973): 52-53.

Houser, Ronald L. *et al.* "Learning a Motion and a Nonmotion Concept by Motion Picture Versus Slide Presentation." *AV Communications Review.* 18 (Winter 1970): 425-430.

Jasnosz, Thomas A. "Zooming In On Film Production: VICOED; Visual Communication Education." *Educational Screen AV Guide.* 50 (February 1971): 10-11.

Johnson, Sandra E. and Powell, Judith W. "Make Your Own Movie." *American Libraries.* 1 (March 1970): 245-247.

Kodak Films for the Amateur: Color and Black and White. Rochester, NY: Customer Markets Division, Eastman Kodak Co., 1973, c1971. (No. AF-1)

"Librarians Learn To Make Films." *Mississippi Library News.* 36 (June 1972): 92-93.

Marchant, G. C. "Efficiency of Film in Education." *Educational Media International.* no. 1 (1974): 11-12.

Motion Picture and AV Publications: Selected References. Rochester, NY: Motion Picture and Education Markets Division, Eastman Kodak Co., 1972. (No. S-10)

Motion Picture Production - Basic Lighting. Rochester, NY: Motion Picture and Audiovisual Markets Division, Eastman Kodak Co., 1975. (No. V1-16)

Motion Picture Production - Camera Handling. Rochester, NY: Motion Picture and Education Markets Division, Eastman Kodak Co., 1973. (No. V1-22)

Motion Picture Production - Continuity I. Rochester, NY: Motion Picture and Audiovisual Markets Division, Eastman Kodak Co., 1975. (No. V1-17)

Motion Picture Production - Continuity II. Rochester, NY: Motion Picture and Audiovisual Markets Division, Eastman Kodak Co., 1975. (No. V1-18)

Motion Picture Production - Reading an Exposure Meter. Rochester, NY: Motion Picture and Audiovisual Markets Division, Eastman Kodak Co., 1975. (No. V1-25)

Movies and Slides Without a Camera. Rochester, NY: Eastman Kodak Co., n.d.

Movies With a Purpose: A Communicator's Guide to Single-Concept Films. Rochester, NY: Motion Picture and Audiovisual Markets Division, Eastman Kodak Co., 1974. (No. V1-13)

Neatrour, Charles R. "Individualizing Instruction With Homemade Filmstrips and Audiotapes." *Mathematics Teacher.* 65 (May 1972): 408-416.

O'Keefe, Patrick A. "Movie's the Message!" *English Journal.* 60 (October 1971): 957-959.

Outline For Teaching a Course In Basic Movie-Making. Rochester, NY: Customer Markets Division, Eastman Kodak Co., 1974. (No. AT-106)

Parker, David L. *A Filmography of Films About Movies and Movie-Making.* Rev. ed. Rochester, NY: Motion Picture and Audiovisual Markets Division, Eastman Kodak Co., 1974. (No. T-26)

Parker, Norton S. *Audiovisual Script Writing.* New Brunswick, NJ: Rutgers University Press, 1968.

Peters, Bill. "Make a Library Film." *British Columbia Library Quarterly.* 36 (Spring/April 1973): 60-65.

Petzold, Paul. *All-In-One Movie Book.* 2d rev. ed. New York: American Photographic Book Publishing Co., 1972.

Porte, Masha R. "Fundamentals of Evaluation: Judging Films, A Complex of Many Elements." *Film Library Quarterly.* 5 (Fall 1972): 37-39.

Schiff, Lillian. "In-Service Course Diary: An Introduction to Super-8 Filmmaking." *English Journal.* 63 (October 1974): 45-49.

"Seeing and Making Films; Symposium (Introduction)." *Audiovisual Instruction.* 19 (February 1974): 36.

Seng, Mark W. "Filmstrips For Individualized Instruction." *Audiovisual Instruction.* 19 (September 1974): 52-53.

Speirs, Sister Gilmary. "Sound Filmstrips." *Catholic Library World.* 42 (March 1971): 445-447.

Taylor, Theodore. *People Who Make Movies.* Garden City, NY: Doubleday Book Co., 1967.

Tressel, George and Barnard, W. Robert. "Advanced Film-TV Production Techniques; Animation, Editing." *Journal of Chemical Education.* 48 (February 1971): 143-146.

Wetmore, D. E. and Miller, G. T. "Film-TV Production Technique That Minimizes Faculty Time." *Journal of Chemical Education.* 48 (September 1971): 616-617.

Willson, Clifford V. *How To Plan Your Super 8mm Movies.* 2d rev. ed. Garden City, NY: American Photographic Book Publishing Co., 1973.

Worth, Sol. "Uses of Film in Education and Communication." *National Society for the Study of Education, Seventy-third Yearbook*, pt. 1, pp. 271-302. Chicago: University of Chicago Press, 1974.

Yulsman, Jerry. *The Complete Book of 8mm Movie Making: Super-8, Single-8, Standard-8*. New York: Coward, McCann and Geoghegan, Inc., 1972.

Using Films in Libraries

Adult Books: Selection and Acquisition [Videorecording] . Toronto Public Library, n.d., tape, 9 min., b+w., 1 in.

Card Catalog: Dewey Classification [Filmstrip] . Wichita, KS, Library Filmstrip Center, 1974, 47 fr., col., and cassette, 14 min.

Card Catalog: L. C. Classification [Filmstrip] . Wichita, KS, Library Filmstrip Center, 1974, 48 fr., col., and cassette, 15 min., 9 sec.

Public Services of the Toronto Public Library [Videorecording] . Toronto Public Library, n.d., tape, 33 min., b+w., 1 in.

Readers Guide - Ready Reference [Filmstrip] . Wichita, KS, Library Filmstrip Center, n.d., 47 fr., col., and cassette, 9 min.

Rosenberg, Victor and White, Howard. "Films in Reference Service in the East San Francisco Bay Area." *LJ/SLJ Previews*. 2 (September 1973): 20-23.

Wilson, H. W., company, firm, publishers. *Your Library Resources and How To Use the "Reader's Guide"* [Filmstrip] . H. W. Wilson, 1973, 74 fr., col., and cassette, 12 min.

EQUIPMENT

General

The Audio-Visual Equipment Directory. 21st ed., 1975-76. Fairfax, VA: National Audio-visual Association, Inc., 1975.

Audiovisual Planning Equipment. Rochester, NY: Motion Picture and Audiovisual Markets Division, Eastman Kodak Co., 1974. (No. S-11)

Davidson, Raymond L. *Audiovisual Machines*. 2d ed. Scranton, PA: International Textbook Co., 1969.

Eboch, Sidney C. and Cochern, George W. *Operating Audio-Visual Equipment*. 2d ed. San Francisco: Chandler Publishing Co., distributed by Science Research Associates, Chicago, 1968.

"Filmstrip and Filmstrip/Slide Projectors." *Library Technology Reports.* (January 1970): 1-11. (March 1970): 1-18.

Kern, J. "Mr. Fix-It: AV Maintenance." *Ohio Association School Library Bulletin.* 26 (January 1974): 48-49.

Kodak 1975 Audiovisual Products Catalog. Rochester, NY: Eastman Kodak Co., n.d.

Locatis, Craig N. "Evaluating Instructional Hardware." *Audiovisual Instruction.* 20 (April 1975): 12-14.

Marchant, H. "Checklist For the Selection of Audiovisual Equipment For Individual and Small Group Presentations." *Audiovisual Instruction.* 20 (April 1975): 66-67.

Möller, Hans. "Anything New In AV Equipment?" *Educational Media International.* 1, no. 3 (1971): 7-12.

Motion Picture, TV and Theatre Directory; For Services and Products. Tarrytown, NY: Motion Picture Enterprises, Inc., 1975.

Oates, Stanton C. *Audiovisual Equipment: Self-Instruction Manual.* 3d ed. Dubuque, Iowa: W. C. Brown, 1975.

Pula, Fred John. *Application and Operation of Audiovisual Equipment In Education.* New York: Wiley, 1968.

Revill, Don H. "New Equipment For Resources." *New Library World.* 75 (May 1974): 97.

Rosenberg, Kenyon C. "The Selection of Audiovisual Equipment: A Few Basics." *Previews.* 3 (January 1975): 7-14.

Schieman, Erv. "Preview Paranoia: What Equipment To Buy?" *Library Association of Alberta Bulletin.* 5 (October 1974): 113-114.

Schlosser, Ronald E. "Selecting and Maintaining Audiovisual Equipment." *Spectrum: International Journal of Religious Education.* 48 (Winter 1972): 26-27.

Schoenhals, Neil. "Buying and Using A-V Hardware and Materials; Interview." *Industrial Arts and Vocational Education.* 60 (May/June 1971): 21-22.

Schoenhals, Neil L.; Brail, Frederick R.; and Hessler, David W. "Before You Buy Audio-Visual Hardware/Software." *Industrial Arts and Vocational Education.* 60 (December 1971): 18, 20-21.

Shaver, Johnny M. "Selecting Initial Media Equipment For New Facilities." *School Media Quarterly.* 2 (Spring 1974): 227-233.

Sources of Motion-Picture Services and Equipment: 16mm, 8mm and Super 8. Rochester, NY: Customer Markets Division, Eastman Kodak Co., 1975. (No. AD-20)

U. S. Bureau of Naval Personnel. *Projectionist's Manual.* Washington, DC: U. S. Government Printing Office, 1964.

United States Testing Company. "Filmstrip and Combination Filmstrip/Slide Projectors For Libraries." *Library Technology Reports.* (September 1969): 1-53.

Using Technology: The Equipment; An In-Service Series. Milwaukee, WI: Dept. of Instructional Resources, Milwaukee Public Schools, 1972-1973.

Ward, Phyllis. "Where To Kick; Troubleshooter's Guide For Teachers Who Don't Need Trouble." *Audiovisual Instruction.* 19 sup (March 1974): 2-4.

Wyman, Raymond. *Mediaware: Selection, Operation and Maintenance.* Dubuque, IA: William C. Brown, 1969.

Audio

Aldred, John. *Manual of Sound Recording.* 2d ed. London: Fountain Press, 1971.

"Cassette Tape Recorders For Libraries." *Library Technology Reports.* (November 1970): 1-2.

Crowhurst, Norman H. *A B C's of Tape Recording.* 3d ed. Indianapolis, IN: Howard W. Sams and Co., 1971.

Hellyer, H. W. *How To Choose and Use Tape Recorders.* Hemel Hempstead, England: Fountain Press, 1973, c1970.

National Education Association of the United States. Division of Educational Technology. *Portable Video Tape Recorder: A Guide For Teachers.* Edited by J. Robert McAdam and Charles J. Vento. Washington, 1969.

Rosenberg, Kenyon C. "Tape Recorders: Open Reel Vs. Cassettes: Look Before You Leap." *LJ/SLJ Previews.* 1 (October 1972): 5-11.

Sloan, Robert. *The Tape Recorder.* Austin: Instructional Media Center, University of Texas, 1970.

"Tape Recorders." *Library Technology Reports.* (March 1970): 1-24.

United States Testing Company, Inc. "Cassette Tape Recorders for Libraries." *Library Technology Reports.* (July 1971): 1-33.

Wescott, Charles G. and Dubbe, Richard F. *Tape Recorders: How They Work.* Indianapolis, IN: Howard W. Sams, 1964.

Slide Projectors

Kodak AV Equipment Memo - Adapting Projection Lenses of KODAK EKTAGRAPHIC and CAROUSEL Slide Projectors for Special Applications. Rochester, NY: Motion Picture and Education Markets Division, Eastman Kodak Co., 1973. (No. S-70-8-7)

Kodak AV Equipment Memo - The Care and Maintenance of KODAK CAROUSEL Slide Trays. Rochester, NY: Motion Picture and Audiovisual Markets Division, Eastman Kodak Co., 1975. (No. S-56)

Kodak AV Equipment Memo - Heavy-Duty Operation of KODAK EKTAGRAPHIC and CAROUSEL Slide Projectors. Rochester, NY: Eastman Kodak Co., n.d.

Kodak AV Equipment Memo - Reducing or Controlling Light Output of KODAK EKTAGRAPHIC and CAROUSEL Slide Projectors. Rochester, NY: Motion Picture and Audiovisual Markets Division, Eastman Kodak Co., 1974. (No. S-70-0-6)

Kodak AV Equipment Memo - Using KODAK EKTAGRAPHIC and CAROUSEL Slide Projectors on 50 Hz Current. Rochester, NY: Motion Picture and Audiovisual Markets Division, Eastman Kodak Co., 1973. (No. S-70-3-2)